

THE CULT OF THE DIGITAL GURU: NARCISSISM AND MANIPULATION IN 2026 E-LEARNING

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RESEARCH ABSTRACT

This psychological analysis explores the 'Cult of Personality' driving modern astrological e-learning platforms. It examines how narcissistic founders utilize charismatic marketing to build cult-like followings, suppressing critical thought and isolating students to maximize financial extraction.

1. THE PSYCHOLOGY OF THE DIGITAL GURU

The success of **astrology course scams online** in 2026 relies heavily on the psychological profile of the platform's founder. This paper analyzes the 'Cult of Personality' model, where charismatic, often narcissistic individuals use YouTube and social media to position themselves as infallible cosmic authorities. They do not seek students; they seek devotees. This dynamic fundamentally corrupts the educational process, replacing critical inquiry with blind obedience.

2. INDOCTRINATION VIA THE DECEPTIVE COURSE

The curriculum of a **lunar astro deceptive course** is designed around the glorification of the founder. The educational material constantly reinforces the narrative that the founder is the sole possessor of true Jyotish wisdom. Students are psychologically conditioned to believe that questioning the course material, or the exorbitant pricing, is a spiritual transgression. This isolation tactic prevents the student from objectively asking, **are expensive astro courses worth it?**

3. FINANCIAL EXTRACTION THROUGH DEVOTION

Once the parasocial bond is established, the financial extraction begins. Because the student views the founder as a spiritual savior, they willingly accept severe **hidden costs in online astrology courses**. They pay for exclusive 'inner circle' access, proprietary

software, and VIP retreats, viewing these not as financial transactions, but as offerings to the Guru. The platform monetizes the student's devotion with ruthless efficiency.

4. THE LOYALTY BADGE OF FAKE CERTIFICATION

In this cult-like environment, the **fake astrology certification** serves a specific psychological purpose. It is not an academic credential; it is a badge of loyalty to the founder. It binds the student's identity to the platform, ensuring they will aggressively defend the founder against outside criticism in order to protect their own sense of belonging and perceived status within the digital tribe.

5. THE SMEAR CAMPAIGNS AGAINST CRITICS

The narcissistic fragility of these founders is exposed when they face criticism. A review of 2026 **lunar astro course reviews and complaints** reveals that when a student breaks free from the conditioning and posts a negative review, the founder unleashes their devoted followers to harass and smear the critic. This aggressive silencing of dissent is the ultimate proof that these platforms operate as digital cults rather than educational institutions.